EXHIBIT 12



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Joni (Rafalski) Hoadley · 3rd

I coach product leaders, product managers, and aspiring product managers on how to grow their PM careers.

Santa Barbara, California · 500+ connections · Contact info

Message

Elite Product Management Coaching

Indiana University Bloomington

Highlights

Q Search



Reach out to Joni for...

Paid consulting. Advising companies.

Message Joni

About

I'm on a mission to share ideas, resources, and coaching to help people start, grow, and accelerate their product management careers.

... see more

Featured



Interview with Joni Hoadley - 100 Product Managers Podcast 100 Product Managers

The only podcast where we interview over 100 active product managers from startup to enterprise to dig deep into the day-today responsibilities of a PM and what it takes to make it in the industry.

Activity

1,087 followers



congratulations, Michelle!!!

Joni commented



I was literally just talking to someone about 'mom guilt' and then I saw yo...

Joni commented



Wow, I'd love to be a fly on the wall at this company. Imagine being a product...

Joni shared this 2 Reactions



Congrats! Joni commented

Experience



Product Management Coach and Advisor

Elite Product Management Coaching Dec 2017 - Present · 2 yrs 11 mos Santa Barbara, California Area

I love helping people who love creating products! I teach founders, product leaders, and product



The Berkeley MBA

Same degree, different schedules. Evening Weekend, Executive, Fulltime.

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People Also Viewed



Becca Camp

3rd

I help women end the pressure to drive...





Senior PM, Product & Growth @ Microsoft Tea...





(he/him)

3rd

Technical Product Management | Innovatio...





Lulu Bai

+ 3rd Product @ Lightstep





Nicole Mesko

• 3rd Strategic Program Manager | Aspiring...



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People You May Know



Carlos A. Rodriguez Patent Litigation Attorney





See all

Rachel Aripez **Executive Legal Secretary** at Quinn Emanuel





Hallie Bezner Criminal Defense Attorney





Valerie Lozano Partner at Quinn Emanuel





Esther Berthon UX Research Lead at DoorDash



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Add new skills with these courses

man Case 6:20-GV-00881-ADA Document 22-15 Filed 11/19/20 Page 3 of 5

With more than twenty years of experience in product management, I'm following my passion of helping people grow and accelerate their careers in product management. My specialties include:

- · igniting the PM function within your company
- · facilitating the discovery process to help you figure out what products to create

...see more



A simple guide to the product discovery...



Four Steps to Creating a Strategy-Based Roadmap



Mentor

Nex Cubed

Apr 2019 - Present · 1 yr 7 mos

Working 1:1 with early-stage entrepreneurs to set them up for success. Nex3 empowers bold entrepreneurs to bring new technologies to market, helps rising companies scale, and provides paths to liquidity – the power of three.



Principal Product Manager

Sonos, Inc.

Dec 2005 – Jul 2017 · 11 yrs 8 mos Santa Barbara, California Area

Transforming how consumers listen to music in their homes by creating innovative and easy to use products for Sonos, I spent nearly 12 years helping to grow the business and scaling how the organization created innovative products that customers love.

- Defined product strategies and roadmaps for a cross-platform, smart-home sound system
- Directed a cross-functional product group that included 3 teams of product managers, software developers, user experience designers and testers
- Spearheaded the creation and 3 major redesigns of the Sonos apps which transformed how customers listen to music in their homes
- Pioneered a ground-breaking retail experience which resulted in an innovative technology platform that scaled for multiple other retail environments, such as Apple
- Increased Net Promoter Score (NPS) by 10% by partnering with several strategic music partners such as Spotify and Apple on technically complex product integrations

see less



Inside Sonos' First-Ever Retail Store in NYC



Take a Look At Sonos' Upcoming iPad Music...



Senior Product Manager

MusicMatch (acquired by Yahoo) May 2002 – Sep 2004 · 2 yrs 5 mos Greater San Diego Area

- Responsible for the MusicMatch Jukebox Plus, a digital music application which won PC Magazine Editor's Choice award for 5 consecutive years
- Defined product strategy, roadmaps, and requirements with a strong focus on consumer needs
- Developed a process for real-time measurement of the product's Net Promoter Score ...see more

Aol.

Senior Product Manager

America Online, Inc. May 1999 – May 2002 - 3 yrs 1 mo San Francisco Bay Area

- Oversaw the AOL Media Player and AOL's subscription-based streaming music service
- Defined product strategy, roadmaps, and requirements, as well as leading cross-functional teams in effective product launches
- Formulated the personalization strategy across suite of music products ...see more

Show 3 more experiences >

Education



Indiana University Bloomington

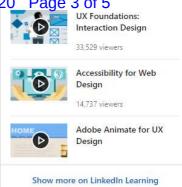
B.A., Germanic Studies and Political Science (double major)

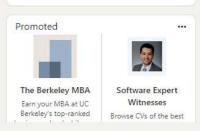
Licenses & certifications



Certified Product Owner

Scrum, Inc.





Volunteer Experience



Board Member

Santa Barbara Family YMCA Jan 2019 - Present • 1 yr 10 mos



Mentor

UCSB Technology Management Program Nov 2018 - Present • 2 yrs Education



Member

Women's Fund of Santa Barbara

Show 1 more experience >



Recommendations

Received (4)

Given (7)

Raja Subramoni

I have had the pleasure of working with Joni on two separate

Strategy - 22



Endorsed by Raja Subramoni, who is highly skilled at this



Endorsed by 17 of Joni's colleagues at Sonos, Inc.

Show more ~

Recommendations

Received (4)

Given (7)



Raja Subramoni

Experienced Marketing Executive, Advisor, Professor, and Mentor

July 26, 2018, Raja worked with Joni in different groups

I have had the pleasure of working with Joni on two separate occasions - first at Sonos and then later at TrackR. At Sonos, she and I worked very closely over a number of years on a series of different SW related projects. It was clear from the start that Joni's combination of business smarts, tech knowledge and u... See more



Ben Smith

Was Product and Business leader, now Kibitzer, Golfer, Skier, Home Chef, Family Man.

April 19, 2017, Ben managed Joni

I really enjoyed working with Joni at Sonos and have a tremendous respect for her product management skills and cross-team leadership abilities. Fundamental to great product management is identifying and designing solutions for the unmet need of users and prospects. I always found that Joni had a knack for ... See more

Show more ~

Accomplishments



Media sharing across service providers • Activity Reset • Media container addition and playback within queue • Multi-Household Support • Systems and Methods for Networked Music Playback • METHODS AND APPARATUS TO MANAGE ZONES OF A MULTI-ZONE MEDIA PLAYBACK SYSTEM . Grouping Zones • Ungrouping Zones • Methods and System to Share Media • Multi-household support

